



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 195026 /		<u>Alt Order #</u> 06837468
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 07/31/12 - 08/09/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 07/30/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
 25 Whitlock Place
 Suite 200
 Marietta, GA 30064
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTNH	07/31/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$750.00			
N 2	WTNH	07/31/12	08/03/12	GMA	7a-9a		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				5	\$800.00			
N 3	WTNH	08/08/12	08/08/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--W----				1	\$800.00			
N 4	WTNH	07/31/12	08/03/12	News 8 Noon	12p-1230p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$600.00			
N 5	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$1,000.00			
N 6	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				1	\$1,000.00			
N 7	WTNH	08/08/12	08/08/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--W----				1	\$1,000.00			
N 8	WTNH	07/31/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$1,500.00			
N 9	WTNH	07/31/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$3,000.00			
N 10	WTNH	07/31/12	08/03/12	M-F 730p-8p	730p-8p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$2,500.00			
N 11	WTNH	08/04/12	08/04/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$600.00			
N 12	WTNH	08/04/12	08/04/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195026 /	06837468

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/31/12 - 08/09/12	NEW DIRECTION PRO.	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	07/30/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S- 1 \$500.00												
N 13	WTNH	08/04/12	08/04/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S- 1 \$650.00												
N 14	WTNH	08/04/12	08/04/12	Sa 730p-8p	730p-8p		:30			NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S- 1 \$650.00												
N 15	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S 1 \$750.00												
N 16	WTNH	08/05/12	08/05/12	Su News 8 @ 6p	6p-630p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S 1 \$600.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WTNH 07/30/12-08/05/12 Su News 8 @ 6p 6p-630p -----S- :30 \$600.00 NM Credited												
N 17	WTNH	08/07/12	08/07/12	News 8 @ 530a-6a	530a-6a		:30			NM	5	\$3,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -T----- 1 \$600.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WTNH 08/06/12-08/12/12 News 8 @ 530a-6a 530a-6a -Tu----- :30 \$600.00 NM See MG 17.2, 17.3, 17.4, 17.5, 17.6 2 WTNH 08/09/12-08/09/12 News 8 @ 530a-6a 530a-6a ----Th----- :30 \$600.00 NM Ⓜ MG for 20.1, 21.1, 19.1, 18.1, 17.1 3 WTNH 08/09/12-08/09/12 News 8 @ 6a 6a-7a ----Th----- :30 \$750.00 NM Ⓜ MG for 20.1, 21.1, 19.1, 18.1, 17.1 4 WTNH 08/09/12-08/09/12 GMA 7a-9a ----Th----- :30 \$800.00 NM Ⓜ MG for 20.1, 21.1, 19.1, 18.1, 17.1 5 WTNH 08/09/12-08/09/12 News 8 5p-6p 5p-6p ----Th----- :30 \$1,000.00 NM Ⓜ MG for 20.1, 21.1, 19.1, 18.1, 17.1 6 WTNH 08/09/12-08/09/12 News 8 Noon 12p-1230p ----Th----- :30 \$600.00 NM Ⓜ MG for 20.1, 21.1, 19.1, 18.1, 17.1												
N 18	WTNH	08/07/12	08/07/12	News 8 @ 6a	6a-7a		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -T----- 1 \$750.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WTNH 08/06/12-08/12/12 News 8 @ 6a 6a-7a -Tu----- :30 \$750.00 NM See MG 17.2, 17.3, 17.4, 17.5, 17.6												
N 19	WTNH	08/07/12	08/07/12	GMA	7a-9a		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -T----- 1 \$800.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WTNH 08/06/12-08/12/12 GMA 7a-9a -Tu----- :30 \$800.00 NM See MG 17.2, 17.3, 17.4, 17.5, 17.6												
N 20	WTNH	08/07/12	08/07/12	News 8 5p-6p	5p-6p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -T----- 1 \$1,000.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WTNH 08/06/12-08/12/12 News 8 5p-6p 5p-6p -Tu----- :30 \$1,000.00 NM See MG 17.2, 17.3, 17.4, 17.5, 17.6												
N 21	WTNH	08/07/12	08/07/12	News 8 Noon	12p-1230p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195026 /	06837468

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/31/12 - 08/09/12	NEW DIRECTION PROJ	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	07/30/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTNH	08/06/12-08/12/12	News 8 Noon	12p-1230p	-Tu-----	:30		\$600.00	NM		
See MG 17.2, 17.3, 17.4, 17.5, 17.6												
Totals											33	\$35,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/09/12	33	\$35,250.00	\$29,962.50
Totals	33	\$35,250.00	\$29,962.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order#	6837468
EC'd	Yes

Ver# 11 Status Revised

Traffic Order# 195026

Printed: 08/20/2012 10:21 AM
Last Received: 08/17/2012 5:10 PM
Showing Buylines: All Rep Revised Lines

1 of 3

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() NEW DIRECTION PROJE
Product	NEW DIRECTION PROJEC
Estimate#	
Buyer	DEVON PRESCOD
Phone#	
Fax#	

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

THIS IS A REVISED ORDER
SEE SPOTS REINSTATED ON LNS 11-15
REVISED TOTAL IS \$35250
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/04-08/04	SA	8A-9A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GMA WKEND 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											
*12	08/04-08/04	SA	6P-630P	1	:30	\$500.00		1		1	\$500.00	
	Buyline Comment: NEWS 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											
*13	08/04-08/04	SA	7P-730P	1	:30	\$650.00		1		1	\$650.00	
	Buyline Comment: JEOPARDY 1X REINSTATED											
	Sales Remark: V11 1X REINATATED V11 More than 2 codes changed											
*14	08/04-08/04	SA	730P-8P	1	:30	\$650.00		1		1	\$650.00	
	Buyline Comment: WHEEL 1X REINSTATED											
	Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed											

28/20

Last Received: 08/17/2012 5:10 PM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ()
Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 07/31/2012 - 08/09/2012 Salesperson Phone# 215-567-6005
Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*15	08/05-08/05	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THIS WEEK 1X REINSTATED												
Sales Remark: V11 1X REINSTATED V11 More than 2 codes changed												
*17	08/09-08/09	TH	530A-6A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS DATE MOVED FROM 8/1 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed												
*18	08/09-08/09	TH	6A-7A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed												
*19	08/09-08/09	TH	7A-9A	1	:30	\$800.00		1		1	\$800.00	
Buyline Comment: GMA DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed												
*20	08/09-08/09	TH	5P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed												
*21	08/09-08/09	TH	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC V7 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 10 / \$6,900.00

EC'd Yes
Last Received: 08/17/2012 5:10 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Aug 12: 33 / \$35,250.00
Sales Totals: 33 / \$35,250.00
Station Totals: 33 / \$35,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$35,250	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$32,100.00
Sales Totals: 28 / \$32,100.00
Station Totals: 28 / \$32,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,100	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd Yes Last Received: 08/16/2012 3:19 PM Showing Buylines: All Rep Revised Lines

Station	WTNH-TV NEW HAVEN, CT.	Agency	() LUC, INC.	Rep Firm	
Advertiser	() NEW DIRECTION PROJE	25 WHITLOCK PLACE, 2ND FL		Sales Office () PHILADELPHIA	
Product	NEW DIRECTION PROJEC	MARIETTA, GA 30064		Salesperson () KATE BRADY	
Estimate#		Agency C/P1/P2/E			
Buyer	DEVON PRESCOD	Flight Dates	07/31/2012 - 08/09/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

---REPORT TOTALS---
Report Totals: 5 / \$3,750.00

---SALES MONTHLY TOTALS---

Aug 12:	28 / \$32,100.00
Sales Totals:	28 / \$32,100.00
Station Totals:	28 / \$32,100.00
Lines not sent/rcld/rtrn:	0 / \$0.00

---COMPETITIVE---

	Market Totals	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 195026 /		<u>Alt Order #</u> 06837468
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 07/31/12 - 08/06/12	<u>Estimate #</u>	
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 07/30/12 / 07/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
 25 Whitlock Place
 Suite 200
 Marietta, GA 30064
 USA

B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTNH	07/31/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$750.00			
N 2	WTNH	07/31/12	08/03/12	GMA	7a-9a		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				5	\$800.00			
N 3	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	M-----				1	\$800.00			
N 4	WTNH	07/31/12	08/03/12	News 8 Noon	12p-1230p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$600.00			
N 5	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$1,000.00			
N 6	WTNH	07/31/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				1	\$1,000.00			
N 7	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	M-----				1	\$1,000.00			
N 8	WTNH	07/31/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$1,500.00			
N 9	WTNH	07/31/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$3,000.00			
N 10	WTNH	07/31/12	08/03/12	M-F 730p-8p	730p-8p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$2,500.00			
N 11	WTNH	08/04/12	08/04/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-----S-				1	\$600.00			
N 12	WTNH	08/04/12	08/04/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195026 /	06837468

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/31/12 - 08/06/12	NEW DIRECTION PROJ	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	07/30/12 / 07/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$500.00			
N 13	WTNH	08/04/12	08/04/12	Sa 7p-730p	7p-730p		:30			NM	1 ✓	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$650.00			
N 14	WTNH	08/04/12	08/04/12	Sa 730p-8p	730p-8p		:30			NM	1 ✓	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$650.00			
N 15	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1 ✓	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$750.00			
N 16	WTNH	08/05/12	08/05/12	Su News 8 @ 6p	6p-630p		:30			NM	1 ✓	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$600.00			
Totals											29	\$32,100.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/06/12	29	\$32,100.00	\$27,285.00
Totals	29	\$32,100.00	\$27,285.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	IT	# of Weeks	Total Cost	Daypart
*21	08/09-08/09	TH	12P-1230P	1	:30	\$600.00		1		1	\$600.00	

Buyline Comment: NEWS
DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC
Sales Remark: V7 DATE MOVED FROM 8/7 TO 8/9 DUE NO TRAFFIC
V7 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 5 / \$3,750.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$32,100.00
Sales Totals: 28 / \$32,100.00
Station Totals: 28 / \$32,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$32,100	CABL 0%	WCCT 0%	WCTX 0%	WFBS 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE---
COMP TO FOLLOW

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order#	6837468	Ver#	5	Status	Revised
EC'd	Yes				

Traffic Order# 195026

Printed: 08/06/2012 1:02 PM
Last Received: 08/06/2012 12:58 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
18	08/07-08/07	TU	6A-7A Buyline Comment: NEWS MKGD FOR LNS 11-16	1	:30	\$750.00		1		1	\$750.00	
19	08/07-08/07	TU	7A-9A Buyline Comment: GMA MKGD FOR LNS 11-16	1	:30	\$800.00		1		1	\$800.00	
20	08/07-08/07	TU	5P-6P Buyline Comment: NEWS MKGD FOR LNS 11-16	1	:30	\$1,000.00		1		1	\$1,000.00	
21	08/07-08/07	TU	12P-1230P Buyline Comment: NEWS MKGD FOR LNS 11-16	1	:30	\$600.00		1		1	\$600.00	

---REPORT TOTALS---

Report Totals: 28 / \$32,100.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$32,100.00
Sales Totals: 28 / \$32,100.00
Station Totals: 28 / \$32,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,100	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

Rep Order# 6837468 Ver# 3 Status Revised Traffic Order# 195026 Printed: 08/03/2012 12:35 PM 1 of 4

Last Received: 08/03/2012 12:06 PM

Showing Buylines: All Rep Revised Lines

Station	WTNH-TV NEW HAVEN, CT.	Agency	() LUC, INC.	Rep Firm	
Advertiser	() NEW DIRECTION PROJE		25 WHITLOCK PLACE, 2ND FL	Sales Office	() PHILADELPHIA
Product	NEW DIRECTION PROJEC		MARIETTA, GA 30064	Salesperson	() KATE BRADY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-567-6005
Buyer	DEVON PRESCOD	Flight Dates	07/31/2012 - 08/08/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC-1*

--- REMARKS ---

THIS IS A REVISED ORDER

LNS 3 & 7 MOVED TO 8/8

LNS 11-16 N/A, MKGDS ON LNS 17-21

TOTAL REMAINS \$32100

PLS CONFIRM

THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	Lt	# of Weeks	Total Cost	Daypart
*3	08/08-08/08	W	7A-9A	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: GMA DAY/DATE CHNG											
	Sales Remark: V3 DAY/DATE CHNG											
	V3 More than 2 codes changed											
*7	08/08-08/08	W	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS DAY/DATE CHNG											
	Sales Remark: V3 DAY/DATE CHNG											
	V3 More than 2 codes changed											
*11	08/04-08/04	SA	8A-9A	0	:30	\$600.00		0		0	\$0.00	
	Buyline Comment: GMA WKEND 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											
*12	08/04-08/04	SA	6P-630P	0	:30	\$500.00		0		0	\$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LNS 17-21											
	Sales Remark: V3 1X N/A, MKGD ON LNS 17-21											
	V3 More than 2 codes changed											

Last Received: 08/03/2012 12:06 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJE
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*19	08/07-08/07	TU	7A-9A	1	:30	\$800.00		1		1	\$800.00	
Buyline Comment: GMA MKGD FOR LNS 11-16												
Sales Remark: V3 MKGD FOR LNS 11-16												
V3 Added												
*20	08/07-08/07	TU	5P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS MKGD FOR LNS 11-16												
Sales Remark: V3 MKGD FOR LNS 11-16												
V3 Added												
*21	08/07-08/07	TU	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS MKGD FOR LNS 11-16												
Sales Remark: V3 MKGD FOR LNS 11-16												
V3 Added												

---REPORT TOTALS---

Report Totals: 7 / \$5,550.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$32,100.00
Sales Totals: 28 / \$32,100.00
Station Totals: 28 / \$32,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,100	CABL	0%	WCCT	0%	WCTX	0%	WFSB	0%	WHCT	0%
		WRDM	0%	WTIC	0%	WTNH	100%	WUVN	0%	WVIT	0%
		XXX	0%								

347 35150
08/11/12
PT. 1000

Rep Order#	6837468
EC'd	Yes

Ver# | Status New

Traffic Order#

1 of 3

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJE
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

----- CONTRACT COMMENT -----
NEW DIRECTION PROJECT SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	07/31-08/03	TU-F	6A-7A	3	:30	\$750.00		3		1	\$2,250.00	
	Buyline Comment: GD MRN CT											
2	07/31-08/03	TU-F	7A-9A	5	:30	\$800.00		5		1	\$4,000.00	
	Buyline Comment: GMA											
3	08/06-08/06	M	7A-9A	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: GMA											
4	07/31-08/03	TU-F	12P-1230P	3	:30	\$600.00		3		1	\$1,800.00	
	Buyline Comment: NEWS											
5	07/31-08/03	TU-F	5P-530P	2	:30	\$1,000.00		2		1	\$2,000.00	
	Buyline Comment: NEWS											
6	07/31-08/03	TU-F	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
7	08/06-08/06	M	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
8	07/31-08/03	TU-F	6P-630P	3	:30	\$1,500.00		3		1	\$4,500.00	
	Buyline Comment: NEWS											
9	07/31-08/03	TU-F	7P-730P	2	:30	\$3,000.00		2		1	\$6,000.00	
	Buyline Comment: JEOPARDY											
10	07/31-08/03	TU-F	730P-8P	2	:30	\$2,500.00		2		1	\$5,000.00	
	Buyline Comment: WHEEL											

Rep Order# 6837468 Ver# 1 Status New Traffic Order# Printed: 07/30/2012 10:38 AM 2 of 3

EC'd Yes Last Received: 07/30/2012 10:06 AM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office () PHILADELPHIA
Product NEW DIRECTION PROJE MARIETTA, GA 30064 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E
Buyer DEVON PRESCOD Flight Dates 07/31/2012 - 08/06/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
----	-------	-----	------	------------	-----	------	---------	-------------	----	------------	------------	---------

11	08/04-08/04	SA	8A-9A	1	:30	\$600.00		1		1	\$600.00	
----	-------------	----	-------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: GMA WKEND

12	08/04-08/04	SA	6P-630P	1	:30	\$500.00		1		1	\$500.00	
----	-------------	----	---------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: NEWS

13	08/04-08/04	SA	7P-730P	1	:30	\$650.00		1		1	\$650.00	
----	-------------	----	---------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: JEOPARDY

14	08/04-08/04	SA	730P-8P	1	:30	\$650.00		1		1	\$650.00	
----	-------------	----	---------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: WHEEL

15	08/05-08/05	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
----	-------------	----	--------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: THIS WEEK

16	08/05-08/05	SU	6P-630P	1	:30	\$600.00		1		1	\$600.00	
----	-------------	----	---------	---	-----	----------	--	---	--	---	----------	--

Buyline Comment: NEWS

---REPORT TOTALS---

Report Totals: 29 / \$32,100.00

---SALES MONTHLY TOTALS---

Aug 12: 29 / \$32,100.00
Sales Totals: 29 / \$32,100.00
Station Totals: 29 / \$32,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,100	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

Kelly VanValkenburgh

From: Donna Mc Ginnis [donna@lucmedia.com]
Sent: Tuesday, July 31, 2012 3:32 PM
To: 'Brady, Kate'
Cc: Roger Megroz; Kelly VanValkenburgh; 'Grugan, Kelly'
Subject: RE: Purchase Confirmation / WTNH receipt

Will do...thank you!

Donna McGinnis
LUC Media
ph 770.427.0735
fax 770.427.1731

From: Brady, Kate [mailto:Kate.Brady@petrymedia.com]
Sent: Tuesday, July 31, 2012 3:27 PM
To: 'Donna Mc Ginnis'
Cc: Roger Megroz; 'Kelly VanValkenburgh'; Grugan, Kelly
Subject: RE: Purchase Confirmation / WTNH receipt
Importance: High

PERFECT!!! Thanks so much- most of the time, accounting does not tell station when they receive the payment, so if you could cc me on email, that will make the whole transaction smoother.

I APPRECIATE your quick reply! Thanks so much!

Kate

-----Original Message-----

From: Donna Mc Ginnis [mailto:donna@lucmedia.com]
Sent: Tuesday, July 31, 2012 3:17 PM
To: Brady, Kate
Cc: devon@lucmedia.com
Subject: FW: Purchase Confirmation / WTNH receipt

Hi Kate...is this what you need?
Many thanks,

Donna McGinnis
LUC Media
ph 770.427.0735
fax 770.427.1731

-----Original Message-----

From: LIN Media [mailto:payments@linmedia.com]
Sent: Monday, July 30, 2012 11:06 AM
To: donna@lucmedia.com
Subject: Purchase Confirmation

Invoice #:
Advertising Station #:WTNH TV - New Haven, CT

7/31/2012